



ANNIVERSARY

STYLE GUIDE

JOB #: 1453509846
IN MARKET DATE: 2025 ONWARD

PRIMARY



SECONDARY



PRIMARY – NO TAG



SECONDARY – NO TAG



PRIMARY



CMYK
C 0
M 100
Y 81
K 4

RGB
R 212
G 0
B 41

HEX
#D40029



CMYK
C 0
M 100
Y 81
K 40

RGB
R 158
G 06
B 32

HEX
#9E0620



CMYK
C 32
M 100
Y 80
K 60

RGB
R 91
G 00
B 20

HEX
#5B0014



CMYK
C 0
M 0
Y 0
K 100

RGB
R 0
G 0
B 0

HEX
#000000



CMYK
C 63
M 56
Y 52
K 7

RGB
R 89
G 89
B 92

HEX
#59595B

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
 Our standard price treatment remains the same throughout the quarter.

HEADLINE

Roboto Black

UPPERCASE

Optical Kerning - 0

Subhead

Roboto Bold

Title Case

Optical Kerning - 0

Body

Roboto Regular

Sentence case

Optical Kerning - 0

TIME TO CELEBRATE!

★ ANNIVERSARY SALE ★

10° Rotation Angle, 10° Sheer X Angle

Located in tool bar in InDesign

Effects

Settings for: Object

Drop Shadow

Transparency

- ☒ Drop Shadow
- ☐ Inner Shadow
- ☐ Outer Glow
- ☐ Inner Glow
- ☐ Bevel and Emboss
- ☐ Satin
- ☐ Basic Feather
- ☐ Directional Feather
- ☐ Gradient Feather

OBJECT: Normal 100%; Drop Shadow
STROKE: Normal 100%; (no effects)
FILL: Normal 100%; (no effects)
TEXT: Normal 100%; (no effects)

Blending

Mode: Normal

Opacity: 100%

Position

Distance: 0.0625 in

Angle: 135°

X Offset: 0.0442 in

Y Offset: 0.0442 in

Options

Size: 0 in

Spread: 0%

Noise: 0%

☒ Object Knocks Out Shadow

☐ Shadow Honors Other Effects

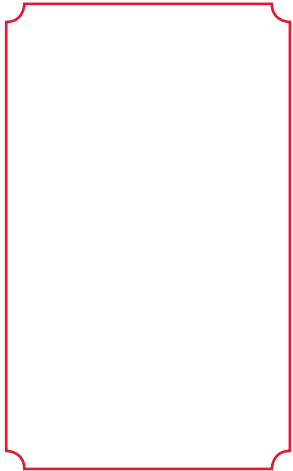
Preview

Cancel

OK

Effect done in InDesign





FRAME



Let our experts help you keep your home in top condition with these available services.

**Assembly • Color Matching • Delivery
Glass Cutting • Key Cutting • Pipe Cutting
& Threading • Propane Exchange • Screen
Repair • Small Engine Repair • And More!***

*See acehardware.com/store-services for a complete list of available services.

'AT YOUR SERVICE' MOD SAMPLE

Collateral Examples

ENTRY HANGING SIGN



WINDOW POSTER



TEAR PAD



END CAP 1



END CAP 2



COLORING PAGE



OUTDOOR BANNER



LAWN SIGN 1



LAWN SIGN 2



OUTSIDE PANELS

**XXACE STORE NAMEXX**
Store Street Address Ave,
City Name, ST XXXXX

ANNIVERSARY SALE

SEE INSIDE FOR EXCLUSIVE COUPONS AND DEALS!

**Remember Local Card**

STORE HOURS:
MON-FRI 9AM-6PM
SATURDAY 9AM-5PM
SUNDAY 10AM-5PM

**ACE REWARDS**

UNLOCK \$5 WITH YOUR PHONE NOW

Get your \$5 Bonus to use INSTANTLY when you download the app and link your Ace Rewards account.

**Download Our App**

Prices in this mailer are valid at XXAce StoreXX on XXDateXX, 2023, while supplies last. Ace stores are independently owned and operated. Individual store regular prices may vary by store, which may impact actual savings amounts in certain directions. Before and "cash back" savings vary by store please see your Ace store for details. Ace is not responsible for printing or typographical errors.

**Visa, Mastercard, Discover, American Express and Apple Pay Accepted at Participating Ace Stores**

**Follow us on Facebook and Instagram**

**ACE Hardware**
XXAce StoreXX
XXStreetXX
XXStateXX
(000) 000-00000

STOP IN FOR A CHANCE TO WIN*
Paint A Room Makeover**

VALUED AT \$200

FRIDAY
10/27/23 10AM-6PM
FREE Phoenix 10PM Milwaukee Cutting Crafts & Activities 10:00pm-11:00pm



*Win all the supplies you need to paint a room

STOP IN FOR A CHANCE TO WIN*
Weber Spirit II E-210 Gas Grill

VALUED AT \$459

SATURDAY
10/28/23 10AM-6PM
DEMO: Big Green Egg 9:30AM-11:30AM Milwaukee 10PM Phoenix 10:00pm-11:00pm



STOP IN FOR A CHANCE TO WIN*
Milwaukee Cordless Brushless 2 Tool Combo Kit

VALUED AT \$399

SUNDAY
10/29/23 10AM-6PM
FREE Phoenix 10PM Milwaukee Cutting Crafts & Activities 10:00pm-11:00pm



INSIDE PANELS

EVENTS
FRIDAY, XXDATEXX
XXXXX-XXXXX XXXXX
00AM-00PM
SATURDAY, XXDATEXX
XXXXX-XXXXX XXXXX
00AM-00PM
SUNDAY, XXDATEXX
XXXXX-XXXXX XXXXX
00AM-00PM

\$5 OFF
gallons of
Clark+Kensington,
Benjamin Moore &
Royal paint



Wall: Clark + Kensington - Wind Song 31A-2
Shelves/Window: Clark + Kensington - Stormy Nights 33A-5
Fireplace/Cabinets: Clark + Kensington - Silent White CW-1

REG. \$100.00
SALE
79¢



High Energy Suet & Seed, 11-3/4 Oz.
80795
Limit 2

REG. \$3.99
SALE
\$2.00



DAP® Alex Plus® Acrylic Latex Caulk Plus Silicone, 10.1 Oz.
12044
Limit 2

REG. \$15.99
SALE
\$2.00



Ace 9" Paint Roller Cover, 1/Pk.
1006651
Limit 2

REG. \$15.99
SALE
\$3.00



Linzer 11" Metal Paint Tray
1006703
Limit 2

REG. \$8.99
SALE
\$3.99



Linzer 9" Paint Roller Frame
1029735
Limit 2

REG. \$15.99
SALE
\$4.99



Ace® Duct Tape 1.88 in. x 60 yd.
40402
Limit 2

REG. \$9.99
SALE
\$6.99



Stanley® 25' LEVERLOCK® Tape Rule
2115564
Limit 2

REG. \$9.99
SALE
\$6.99



Stanley® Retractable Blade 6-1/2" Utility Knife
2107472
Limit 2

AT YOUR SERVICE

Let our experts help you keep your home in top condition with these available services.

Assembly • Color Matching • Delivery
Glass Cutting • Key Cutting • Pipe Cutting & Threading • Propane Exchange • Screen Repair • Small Engine Repair • And More!

*See ourhardware.com/store services for a complete list of available services.

EXCLUSIVE OFFER XXXDAY ONLY XX/XX/XX
50% OFF
DP137349
any one regular priced item under \$30!
9 029 4945

EXCLUSIVE OFFER XXXDAY ONLY XX/XX/XX
FREE
DP137349
Ace Reusable Bag to the first 200 customers plus 20% off everything that fits in the bag!
9 029 4945

EXCLUSIVE OFFER XXXDAY ONLY XX/XX/XX
\$5 OFF
DP137349
any purchase of \$25 or more of regular priced merchandise!
9 029 4945

Store Name Ace carries
THE BEST BRANDS
in tools, paint, BBQ and more for your home and back yard



FRONT

**ACE**
The helpful place.

★ ANNIVERSARY SALE ★

Ace Store Name
Store Street Address Ave, City Name, ST XXXXX
Month XX-XX, Year

EXCLUSIVE OFFER
FREE
Ace Bucket to the first 200 customers plus 20% off everything that fits in the bucket!

FRIDAY
SEPTEMBER 6
Promotion 85

8003 6159

EXCLUSIVE OFFER
\$5 OFF
any purchase of \$25 or more of regular priced merchandise!

SATURDAY
SEPTEMBER 7
DP145450

9037 5958

EXCLUSIVE OFFER
50% OFF
any one regular priced item under \$30!

SUNDAY
SEPTEMBER 8
DP118610

9014 0938


Download Our App

★ UNLOCK ★
\$5 WITH YOUR PHONE NOW
Get your \$5 Bonus to use INSTANTLY* when you download the app and link your Ace Rewards account. **Join in-store or online today!**

ACE REWARDS
SHOP-EARN-SAVE
Prices in this mailer are valid at Hermen's Ace Hardware in Plattville, WI on September 6-8, 2024, while supplies last. Ace stores are independently owned and operated; individual retailer regular prices may vary by store, which may impact actual savings amounts in either direction. Return and "rain check" policies vary by store; please see your Ace store for details. Ace is not responsible for printing or typographical errors. *Limit one bonus coupon per Ace Rewards member. Bonus coupon will be available after a member downloads the Ace mobile app for the first time. Exclusions apply. Download the mobile app for details.

STORE HOURS:
MON-FRI 8AM-6PM
SATURDAY 8AM-5PM
SUNDAY 9AM-4PM



  Follow us on Facebook and Instagram

Visa, Mastercard, Discover, American Express and Apple Pay Honored at Participating Ace Stores

1465525753_0924_00418857

BACK

\$5 OFF
gallons of
Clark+Kensington,
Benjamin Moore &
Royal paint

*Limit 2. Valid at Hermen's Ace Hardware in Plattville, WI on September 6-8, 2024, only, while supplies last.

**EXTRA MILE PROMISE™**
GET EVERYTHING YOU NEED TO PAINT IN ONE TRIP OR WE'LL DELIVER IT FREE

*Minimum purchase of one gallon of paint required. Call participating store to schedule free delivery within the delivery area, subject to availability, and pay for additional items. Go to acehardware.com/extramilepromise/guarantee for complete terms. Valid at participating locations.



Wall: Clark + Kensington - Wind Song 31A-2
Shelves/Window Glass + Kensington - Timeless 23A-6
Fireplace/Cabinets: Clark + Kensington - Solara White CW-C1

EXECUTION GUIDE

ANNIVERSARY SALE

EXECUTION GUIDE

What's included:

- End Caps (6)
- Circular Holder Poster (1)
- Banner (1)
- Lawn Signs (4)

- Entry Hanging Sign (1)
- Tri-Stacker (1)
- Balloons (50)
- Entry Pads (1)

- Ace Ribbon (1)
- Execution Guide (1)
- Coloring Sheet (25)

End Cap:
End cap signs are designed to fit your current end cap holder. Place them on the end caps where you have the Grand Opening Hot Bays or down your power aisle. Keep some general display best practices in mind:

- Don't overcrowd the area, and place smaller items in front and bigger items in back.
- End caps can really sell products because they've got a great touch-and-feel experience – so set up your display items to enable interaction. If you've got an electronic product display, consider plugging it in so that customers can test it out.

Entry Hanging Sign:
Hang this sign near the front of your store so it's the first thing customers see when they walk through your doors!




ANNIVERSARY SALE

EXECUTION GUIDE

Exterior Banner:
The Grand Opening banner will bring a lot of attention to your storefront!

When using a banner, you have three factors to consider: location, location, location. This includes the question of indoor vs. outdoor, depending on weather. You should also think about traffic patterns, existing signs and visibility. Once you figure out the location, be sure to hang the banner nice and taut. If it is loose, there will be wrinkles, which makes the banner look sloppy.



Lawn Signs:

- We have included four lawn signs for you to promote your event.
- You'll find your lawn signs are very simple to assemble and install. You simply place the sign over the frame and insert it in the ground. They are quite durable and will hold up to most weather conditions as long as they are firmly planted in the ground.
- We recommend putting these along a local parkway, in a road median or along a sidewalk near the store (anywhere there is a lot of car or foot traffic where people will see them). Remember to be careful when posting them if you're near a road! You can place these in the store as well if there isn't room outside.
- Please note: some neighborhoods have ordinances or rules against postings like these. We recommend researching this beforehand.




ANNIVERSARY SALE

EXECUTION GUIDE

Enter to Win Pads:
This gives the customers a fun chance to win something! Also, customers will stick around longer if they have to be present for the drawing.


- Comes with 10 Enter to Win pads with 100 sheets per pad.
- Have customers fill out slips from the Enter to Win pads and deposit them in the Ace bucket.
- Be sure to place the Ace bucket somewhere customers are highly likely to see it. Consider setting up a table toward the middle or back of the store so that customers have to shop through your store before they enter to win.
- Make sure you have plenty of pens on hand for customers to use. Visit www.thereaceplace.com to purchase Ace branded pens.



Balloons:
You will receive 50 Mylar balloons in your kit to decorate your store!

- Ensure you have enough string and access to helium to inflate and tie the balloons.
- We recommend displaying the balloons in groups of three or five – odd number groupings are proven to draw the eye more and capture attention.
- Place these groupings at strategic points around the store, including the register, the Helpful Hub, along the power aisle, or a game or demonstration area. The height, color and shine of the balloons will attract customers to that area and make them more likely to engage.

Note: Helium tank available in the RSC (SKU #2292043).



ANNIVERSARY SALE

EXECUTION GUIDE

Ace Ribbon:
You will receive one Ace ribbon to be utilized for a ribbon-cutting event.

We recommend you reach out to your Chamber of Commerce for a member to come cut the ribbon. This is a great way to get the community involved.



Coloring Sheet:
Included are 25 Grand Opening coloring sheets to give away to kids or set up a coloring table for kids to draw at while parents shop.



Display Ideas:
Display Grand Opening product in unique ways using items around your store, like garbage cans, buckets and wheel barrows

